AMENDMENTS IN THE CLAIMS

1. (currently amended) A method for generating a Short Message Services (SMS) business message for processing by a software application in a SMS commerce infrastructure system, comprising:

preparing, by a business user, a new SMS business message to be sent to a mobile recipient such that the business user uses a graphic user interface (GUI) of a computer to invoke a SMS message composing wizard (SMS MCW) which is accessed by the GUI such that the SMS MCW retrieves a SMS universal encoding template (SMS UET) which includes pre-defined data parameters for existing categorizations (types) of SMS business messages to automatically facilitate the preparation of the new SMS business message by the business user such that the business user selects, using the SMS MCW, an existing type of SMS business message format defined by the SMS UET and then enters data at the GUI based on pre-defined data parameters for the existing selected type of SMS business message format to automatically prepare the new SMS business message;

retrieving, by a data collection interface (DCI) of a server which is in communication with the computer, the data entered at the GUI of the computer by the business user to prepare the new SMS business message;

autonomously validating, by the server, the data retrieved by the server DCI by comparing the data entered at the GUI to the SMS UET which has been retrieved by the server, to ensure that there are no data parameter errors and to ensure that the new SMS business message is properly formatted for the selected type of SMS business message format;

generating, by the server, a SMS message instance (SMS MI) which is categorized based on the type of SMS business message format selected by the business user;

transmitting, by the server, the SMS MI to a wireless gateway for delivery of the SMS MI to a mobile recipient;

receiving from the mobile recipient an incoming SMS message in response to the SMS MI that was transmitted by the server to the mobile recipient such that an inbound template identification (ID) is extracted from the incoming SMS message by a runtime processor of the server;

parsing, by the server runtime processor, the incoming SMS message to decode data of the incoming SMS message using an inbound template retrieved by the runtime processor from an

inbound template database based on the extracted inbound template ID, such that the retrieved inbound template is associated with the selected type of SMS business message format of the SMS MI that was sent to the mobile recipient; and

routing, by the server, the decoded data of the incoming SMS message to a software application disposed in the server for processing of the decoded data under control of the software application.

2. (previously presented) The method of claim 1, wherein the transmitting of the generated categorized SMS MI includes transmitting the SMS MI over a telephone network to the mobile recipient.

3. (previously presented) The method of claim 2, wherein the SMS MI comprises:

a message text entry field for alerting the mobile recipient about a commerce event; and

an encryption string entry field.

4. (currently amended) The method of claim 1, further comprising:

preparing, by the business user, a new SMS business message type for a new SMS business message to be sent to the mobile recipient such that the business user uses the GUI to invoke the SMS message composing wizard (SMS MCW) to define a format for the new SMS business message type, which is currently undefined by the SMS UET, and to define a new inbound template for a new incoming response SMS message from the mobile user which is to be associated with the new SMS business message type;

creating a new inbound template associated with the new SMS business message type to be used by the server runtime processor to parse and decode the new incoming SMS message, which is based on the new SMS business message type, sent by a mobile user in response to transmission to the mobile recipient of the new SMS business message; and

updating the existing SMS UET to include new definitions associated with the new SMS business message type and updating the inbound template database to include the new inbound template associated therewith[[;]].

5. (previously presented) The method of claim 3, wherein said encryption string entry field is adapted to accept communication session identification data.

6. (previously presented) The method of claim 5, wherein said session identification data may be used to associate a response to a sent message.

7. (previously presented) The method of claim 6, wherein said session identification data may be used to identify a software application to process a response to a sent message.

8. (previously presented) The method of claim 3, wherein said encryption string entry field is adapted to accept security data.

9. (previously presented) The method of claim 3, wherein said SMS MI further comprises:

a recipient authentication data entry field which is adapted to accept a personal identification number (PIN) from said mobile recipient.

10. (previously presented) The method of claim 3, wherein the SMS MI further comprises:

a first recipient data entry field associated with a response indicator label, wherein said first recipient data entry field is adapted to allow a response to be inserted by a first mobile recipient; and

a second recipient data entry field associated with an authentication indicator label, wherein said second recipient data entry field is adapted to allow a response to be inserted by a second mobile recipient.

11. (previously presented) The method of claim 1, wherein the preparing of the new SMS business message comprises the SMS UET which includes categorization meta data defining a categorization (type) of SMS business messages, wherein:

the categorization represents a specific businesses intended usage;

the categorization meta data provides a definition of the categorization; and

the categorization meta data is parsable by a data processing system for generating SMS business messages.

12. (previously presented) The method of claim 11, wherein the SMS UET further comprises:

a message entry field for insertion of a message entry of full SMS message length (at least 160 characters) for access by said mobile recipient, wherein:

said template provides an additional field in said new SMS business message for categorization meta data; and

said meta data provides instructions for encoding a business intended usage of said new SMS business message.

13. (previously presented) The method of claim 12, wherein said meta data includes instructions for dispatching said new SMS business message including instructions selected from:

a message priority;

a delivery time;

a number of recipients;

a delivery channel;

a need for confirmation;

a need for authentication;

a need for encryption; and

an intended web application to handle a response.

14. (previously presented) The method of claim 12, wherein said meta data includes instructions for identifying a software application intended to handle an incoming response from the mobile recipient to said new SMS business message.

15. (previously presented) The method of claim 1, further comprising:

requesting, by a mobile user, a list of available inbound templates from a website of the business user, such that in response to the mobile user's request for the list the server retrieves the SMS UET and based on the existing types of SMS business message formats indicated by the SMS UET a list of inbound templates associated with the existing types of SMS business message formats is provided by the server to the mobile user; and

selecting, by the mobile user, at least one inbound template from the list of available inbound

templates.

16. (previously presented) The method of claim 15, further comprising:

sending, by the server, the at least one inbound template selected by the mobile user to be stored by the mobile user to be used by the mobile user to send at least one SMS business message request to the server.

17. (previously presented) The method of claim 16, wherein said at least one SMS response message includes:

an encryption string encoded with an encoding key;

identification information of a software application capable of processing said SMS response message; and

user authentication information.

18. (previously presented) The method of claim 17, wherein:

said server has access to said encoding key; and

said server has access to said inbound template.

19. (previously presented) The method of claim 1, further comprising:

receiving in the server the SMS response message sent from said mobile recipient in response to the sending of said SMS business message; and

tracking in a response tracking database said received SMS response message.

20. (previously presented) The method of claim 19, further comprising:

identifying and parsing said received SMS response message by said server using an inbound template selected from the inbound template database; and

processing said received SMS response message in said server and forwarding the processed SMS response message to a software application in the server to invoke a command by the software application.

21. (currently amended) A system to generate a SMS business message for delivery to a mobile recipient, comprising:

a computer for automatically preparing, by a business user, a new SMS business message to be sent to a mobile recipient such that the business user uses a graphic user interface (GUI) of the computer to invoke a SMS message composing wizard (SMS MCW) which is accessed by the GUI such that the SMS MCW retrieves a SMS universal encoding template (SMS UET) which includes pre-defined data parameters for existing categorizations (types) of SMS business messages to automatically facilitate the preparation of the new SMS business message by the business user such that the business user selects, using the SMS MCW, an existing type of SMS business message format defined by the SMS MCW and then enters data at the GUI based on pre-defined data parameters for the existing selected type of SMS business message format to automatically prepare the new SMS business message;

a server in communication with the computer, the server including:

a data collection interface to retrieve the data entered at the GUI of the computer by the business user to prepare the new SMS business message,

wherein the server autonomously validates the data retrieved by the server DCI by comparing the data entered at the GUI by the business user to the SMS UET which has been retrieved by the server, to ensure that there are no data parameter errors and to ensure that the new SMS business message is properly formatted for the selected type of SMS business message format,

wherein the server generates a SMS message instance (SMS MI) which is categorized based on the type of SMS business message format selected by the business user,

wherein the server transmits the SMS MI to a wireless gateway for delivery of the SMS MI to a mobile phone of a mobile recipient,

wherein the mobile phone receives an incoming SMS message in response to the SMS MI that was transmitted by the server to the mobile recipient such that an inbound template identification (ID) is extracted from the incoming SMS message by a runtime processor of the server,

wherein the server runtime processor parses the incoming SMS message to decode data of the incoming SMS message using an inbound template retrieved by the runtime

processor from an inbound template database based on the extracted inbound template ID, such that the retrieved inbound template is associated with the selected type of SMS business message format of the SMS MI that was sent to the mobile recipient, and

wherein, in response to the decoded data, the server routes the decoded data of the incoming SMS message to a software application disposed in the server for processing of the decoded data under control of the software application.

22. (currently amended) A computer program product directly loadable into an internal memory of a digital computer, comprising software code portions for performing, when said product is executed on a computer, a method including:

preparing, by a business user, a new SMS business message to be sent to a mobile recipient such that the business user uses a graphic user interface (GUI) of a computer to invoke a SMS message composing wizard (SMS MCW) which is accessed by the GUI such that the SMS MCW retrieves a SMS universal encoding template (SMS UET) which includes pre-defined data parameters for existing categorizations (types) of SMS business messages to automatically facilitate the preparation of the new SMS business message by the business user such that the business user selects, using the SMS MCW, an existing type of SMS business message format defined by the SMS MCW and then enters data based on pre-defined data parameters for the existing selected type of SMS business message format to automatically prepare the new SMS business message;

retrieving, by a data collection interface (DCI) of a server which is in communication with the computer, the data entered at the GUI of the computer by the business user to prepare the new SMS business message;

autonomously validating, by the server, the data retrieved by the server DCI by comparing the data entered at the GUI to the SMS UET which has been retrieved by the server, to ensure that there are no data parameter errors and to ensure that the new SMS business message is properly formatted for the selected type of SMS business message format;

generating, by the server, a SMS message instance (SMS MI) which is categorized based on the type of SMS business message format selected by the business user;

transmitting, by the server, the SMS MI to a wireless gateway for delivery of the SMS MI to a mobile recipient;

sending a list of a plurality of available inbound templates for a SMS business message to a mobile recipient;

receiving from the mobile recipient an incoming SMS message in response to the SMS MI that was transmitted by the server to the mobile recipient such that an inbound template identification (ID) is extracted from the incoming SMS message by a runtime processor of the server;

parsing, by the server runtime processor, the incoming SMS message to decode data of the incoming SMS message using an inbound template retrieved by the runtime processor from an inbound template database based on the extracted inbound template ID, such that the retrieved inbound template is associated with the selected type of SMS business message format of the SMS MI that was sent to the mobile recipient; and

routing, by the server, the decoded data of the incoming SMS message to a software application disposed in the server for processing of the decoded data under control of the software application.

23. (previously presented) A method for processing an incoming e-commerce SMS response message received by a server from a mobile recipient responding to an outgoing e-commerce SMS message, comprising:

receiving from a mobile recipient an incoming SMS message in response to an SMS business message instance (SMS MI) that was automatically prepared by a business user using a SMS message composing wizard (SMS MCW) and which was transmitted by a server to the mobile recipient such that an inbound template identification (ID) is extracted from the incoming SMS message by a runtime processor of the server;

parsing, by the server runtime processor, the incoming SMS message to decode data of the incoming SMS message using an inbound template retrieved by the runtime processor from an inbound template database based on the extracted inbound template ID, such that the retrieved inbound template is associated with a type of SMS business message format previously selected by a business user and associated with the SMS MI that was sent to the mobile recipient; and

routing, by the server, the decoded data of the incoming SMS message to a software application disposed in the server for processing of the decoded data under control of the software application.

24. (previously presented) An SMS commerce message format for use in sending a commerce message over a network to a mobile recipient, comprising:

a message text entry field for alerting a mobile recipient about a commerce event identified in the message text entry field;

an encryption string entry field;

a response indicator label;

a recipient data entry field associated with said response indicator label;

a recipient authentication indicator label; and

a recipient authentication data entry field associated with said recipient authentication indicator label,

wherein each of said fields and said indicator labels of said commerce message are automatically filled in with data input on a graphic user interface of a computer by a business user utilizing a SMS message composing wizard (SMS MCW) disposed in the computer which is accessed by the GUI and which retrieves a SMS universal encoding template (SMS UET) which includes pre-defined data parameters for existing categorizations (types) of SMS business message formats to automatically facilitate the filling in of said data into said fields and said indicator labels corresponding to an existing type of SMS business message format which is selected by the business user as said SMS commerce message format.

25. (previously presented) The SMS message format of claim 24, wherein said encryption string entry field is adapted to accept communication session identification data.

26. (previously presented) The SMS message format of claim 24, wherein said encryption string entry field is adapted to accept security data.

27. (previously presented) The SMS message format of claim 24, wherein said recipient authentication data entry field is adapted to accept a PIN number from said mobile recipient.

28. (currently amended) A computer program product comprising software code which is directly loadable into a memory of a digital computer and which when executed by the digital computer a method for encoding outbound SMS business messages for a data processing system

for transmission over a network, comprising:

preparing, by a business user, new SMS business messages to be sent to a mobile recipient such that the business user uses a graphic user interface (GUI) of a computer to invoke a SMS message composing wizard (SMS MCW) which is accessed by the GUI such that the SMS MCW retrieves a SMS universal encoding template (SMS UET) which includes pre-defined data parameters for existing categorizations (types) of SMS business messages to automatically facilitate the preparation of the new SMS business messages by the business user such that the business user selects, using the SMS MCW, for each new SMS business message to be prepared, an existing type of SMS business message format defined by the SMS UET and then enters data at the GUI based on pre-defined data parameters for the selected type of SMS business message format to automatically prepare the new SMS business messages;

retrieving, by a data collection interface (DCI) of a server which is in communication with the computer, the data entered at the GUI of the computer by the business user to prepare the new SMS business messages;

autonomously validating, by the server, the data retrieved by the server DCI by comparing the data entered at the GUI to the SMS UET, which has been retrieved by the server, to ensure that there are no data parameter errors and to ensure that the new SMS business messages are properly formatted for the selected type(s) of SMS business message format(s);

generating for each new SMS business message, by the server, a SMS message instance (SMS MI) which is categorized based on the type of SMS business message format(s) selected by the business user; and

transmitting, by the server, each SMS MI to a wireless gateway for delivery of each SMS MI to a mobile recipient, wherein

categorization meta data defining the selected type(s) of said outbound prepare new SMS messages such that said commerce categorization (type) of said outbound SMS messages represents a specific intended business usage of each outbound SMS message, wherein said categorization meta data provides definitions of each of said SMS messages and instructions that are parsable into semantic information used by said data processing system to encode and generate each said SMS MI for corresponding to said SMS business messages.